MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

MAX1023 – CONTENT INNOVATION FOR ANIMATION

(All sections / Groups)

12 OCTOBER 2016
2.30 PM - 4.30 PM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 4 pages with **ONE section.**

2. Answer FOUR out of five questions in SECTION A. Write your answers clearly in the answer booklet provided.

SECTION A

Essay Questions

Answer **FOUR out of five** questions. The distribution of marks for each question is given. Print your answers clearly in the Answer Booklet.

Question 1

In business, SWOT is a basic, analytical framework that assesses what an organization can and cannot do, as well as its potential opportunities and threats.

In animation business, SWOT analysis is also common practice, where the strengths, weaknesses, opportunities and threats of a potential Intellectual Property (IP) is studied before significant time and money is invested into a new project.

Describe the following components of a SWOT analysis for an Intellectual Property (IP):

a) Strengths
b) Weaknesses
c) Opportunities
d) Threats

(8 marks)

Write a simple SWOT analysis for one of the following Intellectual Properties (IP)s:

i) Mulan
ii) Zootopia
iii)Upin & Ipin
iv)Frozen
v) Big Hero 6

(17 marks)

Continued...

Question 2

The Hero's Journey is a pattern of narrative identified by the American scholar Joseph Campbell that appears in drama, storytelling, myth, religious ritual, and psychological development. It describes the typical adventure of the archetype known as The Hero, the person who goes out and achieves great deeds on behalf of the group, tribe, or civilization.

The Hero's Journey has become a popular guideline for storytellers, and typically consists of twelve stages. Define and give examples of the following frequently used terms:

a) Black moment
b) Crossing the first threshold
c) The road back
d) Refusal of the call
e) Approach to the inmost cave

(25 marks)

Question 3

You are planning for your new animation IP, and you wish to target EduJunior Asia Networks. From your initial research, you found out that the network's target audience consists of children between the ages of 7-11.

a) List and explain five considerations you should be aware of to ensure that your main character is appealing to your target audience.

(15 marks)

b) As an animation content creator, suggest ways you can offer added mileage to EduJunior Asia Networks so that they will invest in your animation idea.

(10 marks)

Continued...

Question 4

You have just completed a project pitch for a 2D animation series targeted at children aged 7-9 in Malaysia. From the initial reaction, the investor seems interested but has requested an updated projected budget of your project.

Prepare an estimated budget (in Ringgit Malaysia RM) to complete one season of your animation project within two years.

(25 marks)

Question 5

Animation related merchandise has been around for almost as long as the animation industry has. Name FIVE common merchandising opportunities for animation content. Explain why you think each method you have listed would provide lucrative merchandising revenue, and provide examples based on success stories from the animation industry.

Merchandising revenue ONE: *(5 marks)*

Merchandising revenue TWO: *(5 marks)*

Merchandising revenue THREE: *(5 marks)*

Merchandising revenue FOUR: *(5 marks)*

Merchandising revenue FIVE: *(5 marks)*

End of Paper.